

## INDIAN-GIVING AS A FINE ART

Employees of the Commonwealth Edison Company, from the office boy to the president, are to be made beneficiaries under a service annuity system which the company will establish Jan. 1. Continuous service on the part of the employees for a stated number of years will entitle them on retirement to an annuity based on their annual earnings and on the number of years of continuous service.

The plan, which has been recommended by the public policy committee of the National Electric Light Association, provides that the entire annuities be paid by the company, without any contribution on the part of the employees. It provides also that the annuities shall not be considered any part of the wages of the employees nor any philanthropic scheme of the company. It is a form of compensation for faithful service which cannot be included within ordinary wages.—News Item.

A news item that reads nice and sounds good and makes a fellow feel like cracking his heels and shouting hurrah! But—wait a minute!

If this new year resolution of the Commonwealth Edison Co. is a practical proposition, why couldn't the company take the string of charity out of the proposed gift by adding it to the weekly pay, and let the people feel that they are getting it because they earned it, and not be-

cause the boss pities their hard lot.

Of course this pension game story is full of advertising possibilities to the wide awake corporation press agent, that can't be lost sight of. So he is not to be blamed if he works it for all the publicity he can get out of it. That's one way of squaring the account.

First page newspaper space, next to reading matter, is a high-priced privilege; and if it can be got for nothing, for a long time to come and the ad has strong pulling power because it is loaded with human interest stuff, isn't it a good card to play in the business game?

Surest thing you know.

The mouth filling statement of cheap platitudes: "**Annuities shall not be considered any part of the wages of the employees** nor any philanthropic scheme of the company" is a dead give-away.

Big Business has reduced the system of Indian-giving to an art.

When an employer increases wages for any reason, and the employe should in the future displease him the employer can't rob him of the increase he has already paid him. The best he can do is to pay him off and let him go.

Wage increases whether voluntary or forced is an attempt to maintain some kind of a decent balance to the scales of Justice, and usually has no strings tied to it.

The pension scheme is a good business proposition, for continu-